Business Communication Technologies (BUSI 3310-001)  
Fall 2023  
2:00 pm – 3:15 pm on Tuesday/Thursdays  
R.E. McGee Business 222

Instructor: Dr. Kristen Waddell  
Email: Brightspace email (Kristen.waddell@sfasu.edu only if Brightspace is unavailable)  
Department: Business Communication and Legal Studies  
Phone: (936) 468-1727  
Office: 229H

Online Office Hours:  
Wednesday 1:00 – 4:00 pm

In-person Office Hours:  
Tues/Thurs 9:00-9:30 am; 11:00-2:00 pm

Other times by appointment – Email me at least 24 hours in advance to schedule an appointment.

Time Commitment: For this three-credit hour online course, you should plan to spend about 9 actual hours per week working on the course. During this time, you will be reading chapters in the textbook, completing Brightspace lessons, participating in small group discussions, completing individual and group assignments, taking exams, completing SAM trainings, exams, and projects over Microsoft Office, and developing projects. Some weeks you may find yourself spending more than 9 hours on the course.

Course Description: BUSI 3310 - Comprehensive study of word-processing equipment, systems, and procedures. Emphasis on word-processing applications, work measurement, and comparative product evaluation.

This course will be a comprehensive applied study of current and emerging technologies used for communication in business with an emphasis on communication strategies and methods appropriate to technological delivery.

The Internet has changed the way people communicate. In the past, communication occurred either in written form (traditional word processing), by telephone, or face-to-face. Today there are all types of additional forms of communication technologies added to these three. In BUSI 3310, you will be studying about and using various communication technologies and other types of online collaboration tools. In addition,
you will hone your skillset in using the Microsoft Office Suite.

**Required Software, Textbook, and Equipment:**
- Cengage Unlimited – The materials required for this course are included in Cengage Unlimited, a subscription that gives you access to all your Cengage access codes and online textbooks for one fee. No matter how many Cengage products you use, they are included in Cengage Unlimited, and the price stays the same. You can purchase access to Cengage Unlimited in the bookstore or at cengage.com. SAM access is included in Cengage Unlimited.
- Microsoft Word – All written documents and assignments that are submitted must be Microsoft Word documents (.doc or .docx). Assignments submitted in Pages, Microsoft Works, WordPerfect, graphics, or zipped files will not be accepted and your score on those assignments will be a 0.
- Microsoft PowerPoint – You will also need software to view and create PowerPoint slides. As an SFA student, you have access to Office 365 through mySFA. For additional information, please visit [http://www.sfasu.edu/mysta/o365/student/productivity-apps/](http://www.sfasu.edu/mysta/o365/student/productivity-apps/)
- Adobe Acrobat Reader – You will need to download Adobe Acrobat Reader (free) to read PDF files.
- Webcam – A webcam is needed to complete the presentation.

**Course Procedures:** You will need reliable Internet access to complete this online course. Visit Brightspace, SFA’s learning management system, at [d2l.sfasu.edu](http://d2l.sfasu.edu) regularly to keep up with assignments, contact the instructor, and receive information for your success in the course. All electronic communication from the instructor will be through Brightspace, and it is the student’s responsibility to check Brightspace regularly for instructions and emails.

**Important:** Brightspace email is internal, meaning that messages cannot be sent or received from outside Brightspace. Do NOT try to email someone by typing in their @sfasu.edu or @jacks.sfasu.edu email address in Brightspace. It will not work and you may or may not receive an error message/send failure notice. Use the Brightspace address book to email your instructor/classmates within Brightspace.

**Program Learning Outcomes:** Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at [http://www.sfasu.edu/cob/ug-plo.asp](http://www.sfasu.edu/cob/ug-plo.asp)
Student Learning Outcomes: With today's technology, business communication occurs in a variety of ways. In this course, you will be learning about various technologies used for effective business communication as well as developing proficiency in creating appropriate electronic business messages. Upon successful completion of this course, the student should be able to:

- Understand and utilize features of traditional office productivity software for creating business documents.
- Proofread and use correct word choice, spelling, and grammar in composing and designing documents.
- Describe social networks and how this communication tool can be an effective part of an online business communication strategy.
- Demonstrate proficiency in using scheduling and communication management systems such as Microsoft Outlook.
- Examine and utilize application software for communicating through business presentations based on good practice and design.
- Describe mobile communication tools and explain their business communication potential.

Expectations: The student should enter the class with an understanding of basic word processing concepts and basic features of Microsoft Word. This course will build on earlier knowledge to encourage expertise in advanced applications and exploration of the use of Web 2.0 in business communication. The student should have a basic understanding of Windows and its use in opening programs and documents.

Course Requirements: This course will require research, writing, and oral presentation skills. In addition to writing assignments and projects, you will complete discussion posts, quizzes, and tests throughout the semester. SAM software will be used for trainings, exams, and projects over the Microsoft Office suite.

Participation: In this class, you will work individually and in a small group. The number of group members will depend on class enrollment. On group assignments, an individual's grade can be adjusted based on the peer evaluations received regarding the person's contribution to the team.

Course Methodologies:
The following methods may be used in the course:

- SAM Microsoft Office assignments
- Discussions
- Oral presentations with visual aids
- Team assignments
- Individual assignments
- Quizzes
- Exams
- Projects

Course Calendar: The tentative schedule appears at the end of this syllabus. Students will be notified of any changes via Brightspace course announcements. All course
deadlines are listed in Central Time.

**Grading Policy:** There are multiple opportunities to earn points in the course. Grades can be accessed through Brightspace. You should check your posted grades often and email any questions within 1 week of receiving the grade. **You must check your grades prior to the final exam opening and email your instructor with any questions.** Unless you email prior to this time, you indicate that you are in agreement with the grades posted. This means you need to check for errors (for example, a missing grade for an assignment that you think you completed on time). This does not mean asking for assignments to be accepted late or for extra credit opportunities to make up for missed deadlines.

**Grading Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage of Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90 – 100%</td>
</tr>
<tr>
<td>B</td>
<td>80 – 89%</td>
</tr>
<tr>
<td>C</td>
<td>70 – 79%</td>
</tr>
<tr>
<td>D</td>
<td>60 – 69%</td>
</tr>
<tr>
<td>F</td>
<td>59% or fewer</td>
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</tbody>
</table>

**Tentative Points:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Estimated Points</th>
<th>Percentage of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAM Trainings, Projects, and Exams</td>
<td>500</td>
<td>50%</td>
</tr>
<tr>
<td>Brightspace Exams</td>
<td>300</td>
<td>30%</td>
</tr>
<tr>
<td>Group Project</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Fishbowl and Other Assignments</td>
<td>100</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Exams:** All exams in this class will be administered online either through Brightspace or SAM. All material covered in the assigned readings/videos (from the textbooks and Brightspace lessons) may be the subject of questions on the Brightspace exams. Each exam closes at the time noted in the syllabus. Exams not completed by the deadline will receive zero (0) points.

**Final Exam:** The final exam is comprehensive and will be administered in SAM. The exam must be proctored. Detailed proctoring instructions will be provided in Brightspace.

**Communication:** The primary contact method will be by email through Brightspace. You should check your email for this class regularly. I make every attempt to respond to students in a reasonable amount of time. When you send an email, if you would like a reply, please ask a specific question. If you send me a message that does not ask a
question, I will not respond as I will conclude it was for informational purposes only, not for soliciting a response.

My policy is to answer emails within 48 hours. You can usually expect to receive a response within 24 hours; however, please remember that I am not on call 24 hours a day. If you wait until shortly before assignments are due to address questions to me on the assignment, you may or may not get an answer before the deadline arrives.

**Academic Integrity**

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy. Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial

**Withheld Grades Semester Grades Policy (5.5)**
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the coursework because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

Students with Disabilities

To obtain disability-related accommodations, alternate formats, and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Wellness and Well-Being

SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
The Dean of Students Office (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

SFA Human Services Counseling Clinic Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
936.468.1041

The Health and Wellness Hub “The Hub”
Location: corner of E. College and Raguet St.
To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

www.sfasu.edu/thishub
936.468.4008
thehub@sfasu.edu

Crisis Resources:

- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- johCrisis Text Line: Text HELLO to 741-741

Other Policies/Procedures

**Professional Courtesy:** This class will be conducted in a professional manner. This means 1) submit work on time - no excuses, 2) avoid profanity and/or offensive language in your communication, and 3) participate fully and courteously with your team members. In regards to courtesy to others in the class and on your team, do not send harassing emails, texts, or messages using offensive language. Such communication may result in a reduction of the sender's grade. Students should show respect to the instructor and other students and refrain from any behavior that may distract others.

**Submission Policy:** All assignments and projects are to be turned in on time by the due date and must be submitted in the file format designated in the assignment (i.e. Word document, PowerPoint, etc.) Assignments are to be submitted by uploading prior to the ending time indicated on the assignment.

Do not make the mistake of submitting a file with the file extension .lnk or a file with the document name beginning with a $ replacing the first letter of the file name. Look at the file name you have uploaded. If it has either of these problems, you need to delete the file you have uploaded and upload again. The .lnk usually occurs when you have placed a link to a file on your desktop and uploaded from there. The $ in front of the file name usually means you have the file open and instead of choosing the file, you have chosen the temporary file. In either case, the file will not open when submitted meaning I will have nothing to grade, and you will receive a zero.
All writing assignments will be graded on both content and mechanics. Your work is a representation of you, and soon to be of the company for which you will be working. You need to avoid spelling, punctuation, and grammar errors in your writing in order to project a professional skill level. Therefore, these aspects will be included along with the content when determining your grade on each assignment.

**Late Work Policy:** Unless otherwise noted, no late work will be accepted. If you are on school business, arrangements should be made **before** the missed deadline.

A grade of zero (0) will be assigned for missed work, except in the following situations:

- Serious illness verified by a doctor’s note with a statement of inability to submit work online
- Personal or family emergency (documented appropriately)
- Official school business (with documentation from the appropriate campus representative)

The student must provide documentation for the excused absence. Notes from the school’s Health Clinic must specifically state that the student is unable to complete online work that day to be considered an excused absence.

Students must use time management skills to develop their schedules to allow ample time to complete each week’s assignments. Beginning work late in the week and experiencing an unanticipated obligation is not grounds for exceptions to this policy.

Missed quizzes or exams will only be excused and allowed to be made up for university-excused absences or for extreme emergencies that justify missing it. What constitutes an extreme emergency is within the discretion of the instructor. **Note that I am not very lenient with this policy due to the fact that the quiz/exam windows are quite long.** Thus, if you have any expectation that you have some medical or other issue that might conflict with a quiz or exam, make sure you take the quiz/exam early in the time window and do not wait until the last minute. In the case of an extreme emergency that prevents you from taking an exam, contact me before the scheduled examination if at all possible. If it is not possible, contact me as soon as possible after the emergency is resolved. Failure to do so may result in an examination grade of zero. Makeup exams for non-excused absences will be determined at the sole discretion of the instructor. Please see your General Bulletin for a further explanation of excused absences.

**Cheating and Plagiarism:** Unless designated a group assignment, all work is to be individual work and collaboration with other students or individuals is not allowed. Collaborating with others on the quizzes or exams is considered cheating and a violation of SFA’s academic dishonesty policy, which will result in appropriate consequences.
All work submitted in this course must be completed by **you, this semester, for this** section of the course. Unless specified by your instructor, you cannot “recycle” any work from other courses you have taken (here or elsewhere) or any previous time you may have attempted this course. Assignments will be subject to TurnItIn verification when submitted to the Brightspace dropbox.

**ChatGPT/AI:** Using any artificial intelligence (AI) software or tool, such as ChatGPT, to draft materials for an assignment is prohibited unless authorized by your instructor.

**Technology Requirements:** It is your responsibility to acquire a consistent, stable, dependable computer and Internet connection with which to complete the assignments for the course by the deadlines indicated on the Course Schedule. It is not the responsibility of the instructor to provide additional time for assignments or exams or an alternative means of completing the course due to technological issues on your part. Plan ahead!

**This syllabus represents a best plan for the course; but, as with most plans, it is subject to change. Any necessary changes in this syllabus will be announced via Brightspace.**
**BUSI 3310 – Tentative Course Schedule**

* This is a tentative schedule that is subject to change at the discretion of the instructor.

All assignments are due by 11:59 pm on the designated due date.

<table>
<thead>
<tr>
<th>Module</th>
<th>Assignments</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module 1: Using Business Technology Internally</td>
<td>Fishbowl Assignment: Internal Communications</td>
<td>9/14</td>
</tr>
<tr>
<td>SAM Exams &amp; Projects</td>
<td>SAM Workday</td>
<td>9/26</td>
</tr>
<tr>
<td>SAM Exams &amp; Projects</td>
<td>Word Exams and Project</td>
<td>9/28</td>
</tr>
<tr>
<td>Module 1: Using Business Technology Internally</td>
<td>Module 1 Exam</td>
<td>9/28</td>
</tr>
<tr>
<td>Module 2: Using Business Technology Externally</td>
<td>Fishbowl Assignment: External Communications</td>
<td>10/12</td>
</tr>
<tr>
<td>SAM Exams &amp; Projects</td>
<td>SAM Workday</td>
<td>10/24</td>
</tr>
<tr>
<td>SAM Exams &amp; Projects</td>
<td>Excel Exam and Projects</td>
<td>10/26</td>
</tr>
<tr>
<td>Module 2: Using Business Technology Externally</td>
<td>Module 2 Exam</td>
<td>10/26</td>
</tr>
<tr>
<td>Module 3: Using Business Technology Professionally</td>
<td>Voicemail Assignment</td>
<td>11/9</td>
</tr>
<tr>
<td>SAM Exams &amp; Projects</td>
<td>SAM Workday</td>
<td>11/16</td>
</tr>
<tr>
<td>SAM Exams &amp; Projects</td>
<td>PowerPoint and Outlook Exam and Projects</td>
<td>11/16</td>
</tr>
<tr>
<td><strong>THANKSGIVING BREAK - NO CLASS 11/21 AND 11/23</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SAM Exams &amp; Projects</td>
<td>Sam Final Exam</td>
<td>11/30</td>
</tr>
<tr>
<td>Group Project</td>
<td>Group Project Due</td>
<td>12/7</td>
</tr>
<tr>
<td>Final Projects and Exams</td>
<td>Final Exam 1-3 p.m.</td>
<td>12/12</td>
</tr>
</tbody>
</table>

* Initial discussion board posts are due by 11:59 p.m. **Friday.** Two replies are due by 11:59 p.m. **Tuesday.**